

Make Ontario the Healthiest Province in Canada

**An Advocacy Toolkit for Ontarians
Concerned about the State of Health
in the Province**

April 2011



For more information, please visit www.healthiestprovince.ca or www.ocdpa.on.ca





Make Ontario the Healthiest Province

Advocacy Toolkit

Introduction

The Ontario Chronic Disease Prevention Alliance (OCDPA), as the province's collective voice on effective chronic disease prevention policy and programming, is helping bring forth the concerns of citizens regarding the state of health and the impending health system crisis in Ontario, to Party Leaders, elected representatives (MPPs) and nominated candidates leading up to Ontario's 2011 election.

This advocacy toolkit is designed to help you engage in advocacy activities to influence the present and/or future Ontario government to take action and make Ontario the healthiest province in Canada.

Inside this toolkit you will find the following items to assist you in your advocacy efforts:

1. Background
2. Strategic Objectives
3. Statement/Briefing Note (Leave Behind for MPPs and candidates)
4. Key Messages
5. Elevator Pitch
6. Facts
7. Questions and Answers (Q&As)
8. Call to Action - "The Ask"
9. How to Get Involved
10. Sample MPP/Candidate Letter
11. Step By Step MPP Meeting Guide
 - A. Prepare for the meeting
 - B. Request a meeting
 - C. In the meeting
 - D. Outline of the Meeting
 - E. Follow up





Make Ontario the Healthiest Province

Background

Canada's Ministers of Health and Health Promotion/Healthy Living recently declared that the promotion of health and the prevention of disease, disability and injury are a priority and necessary to the sustainability of the health system.

Ontario is lagging behind other provinces: Ontario's investment in health promotion is only one-third of British Columbia's. British Columbia has also had the highest life expectancy rates since the early 1990s, while Québec has made major and steady improvements in developing a comprehensive public health infrastructure and adopting a population health approach over the past two decades.

In order to make Ontario the healthiest province in Canada, a collaborative approach - which includes multi-sectors and stakeholders at the local, regional and provincial levels - must be taken to remove the barriers to improve the health of Ontarians.

Through leadership and commitment from the Ontario government the goal of making Ontario the healthiest province in Canada can be achieved. This will require a comprehensive and multi-faceted strategy that will include effective policies, environmental supports, and public education to effect broad societal changes in health behaviours.

The government needs to act now to make Ontario the Healthiest Province in Canada.





Make Ontario the Healthiest Province Strategic Objectives

1. Build public awareness around the crisis facing our health care system, and demonstrate the value of health promotion to prevent chronic disease and risk factors.
2. Identify key public figures to champion the *Make Ontario the Healthiest Province* campaign in key Ontario communities and ridings.
3. Influence political debate and encourage political party leaders, MPPs and nominated candidates in the run up to the 2011 Ontario elections to prioritize focus on and investment in health promotion.
4. Educate the broader public on the impact and importance of chronic disease prevention issues in Ontario, such as childhood obesity, mental health and tobacco use.
5. Empower Ontarians to get involved in the political process and advocate for change at the community level.





Make Ontario the Healthiest Province in Canada A statement to Ontario Political Party Leaders

The Ontario government needs to act now and take leadership to **make Ontario the healthiest province in Canada.**

ISSUE: Ontarians are concerned about the overall state of health and want their government to commit to make Ontario a healthier province. According to a recent poll by Ipsos Reid, 9 in 10 Ontarians favour an increased investment in health promotion and 8 in 10 feel so strongly they would vote on it in the upcoming election.¹ Ontario is facing an impending health system crisis, and the signs are clear. One in three Ontarians is affected by chronic disease.² Between 1994 and 2005, rates of high blood pressure among Canadians skyrocketed by 77%, diabetes by 45% and obesity by 18% — affecting both younger and older Canadians. Moreover, even younger age groups are experiencing increases in risk factors: among those 35 to 49 years of age, for example, the prevalence of high blood pressure increased 127%, diabetes by 64% and obesity by 20%.³ It is also estimated that 45 per cent of males and 40 per cent of females in Ontario are likely to develop cancer in their lifetime.⁴

Canada's Ministers of Health and Health Promotion/Healthy Living recently declared that the promotion of health and the prevention of disease, disability and injury are a priority and necessary to the sustainability of the health system. The government needs to act now to make Ontario the Healthiest Province in Canada.

RECOMMENDATIONS:

1. Commit to make Ontario the healthiest province in Canada.
2. Commit to focus efforts on health promotion through the following actions:
 - a. Implement the Canadian Ministers of Health declaration and framework for action to address childhood obesity and support the implementation of the new Health and Physical Education curriculum within the context of the Healthy Schools Framework
 - b. Support the recommendations for Ontario's Mental Health and Addictions Strategy: Respect, Recovery, Resilience: A Report to the Minister of Health and Long-Term Care from the Minister's Advisory Group on the 10-Year Mental Health and Addictions Strategy, with a particular focus on prevention and health promotion
 - c. Deliver upon recommendations as set out by the *Tobacco Strategic Advisory Group (TSAG)*
 - d. Embed a health promotion filter across all government Ministries
3. Commit to increase Ontario's overall investment in health promotion to match British Columbia's.
4. Articulate these commitments in your party's 2011 election platform.

CHRONIC DISEASE COSTS IN CANADA:

- The cost of medical treatment for chronic disease and associated cost in lost productivity is estimated at \$80 billion annually.⁵
- The direct and indirect costs of cardiovascular disease and stroke have reached \$22.2 billion annually.⁶
- The economic burden of diabetes will increase from \$12.2 billion to nearly \$17 billion by 2020.⁷
- The economic burden of dementia will rise from \$15 billion in 2008 to \$153 billion in 2038.⁸

ONTARIO FACTS:

- One in three Ontarians is affected by chronic disease.⁹
- 80% of the population aged above 65 has at least one chronic disease, while approximately 70 percent suffer two or more.¹⁰
- Investment in health promotion currently comprises 0.35% of the Ontario budget.
- The Ontario government invests only \$7.40 per person per year in health behaviour strategies, as compared to British Columbia's \$21.00 per person per year, and Quebec's \$16.80 per person per year.¹¹





- In 2009, mental illnesses and addictions cost Ontario upwards of \$29 billion in lost productivity, and in 2007-08, the province's health care system spent more than \$2.5 billion on mental health and addiction services.¹²
- Alcohol-related health and social costs were \$5.3 billion in 2002.¹³
- The Ontario government spends over \$2 billion on costs related to cancer care.¹⁴
- Overall health spending is likely to grow by 6.5 percent a year, while government revenues grow only at 4 percent a year.¹⁵
- Health care would take up 80 percent of the province's program budget by 2030, up from 46 percent of the current spending on health care.¹⁶
- The TD Bank observes that a healthier population is less costly to serve, and prevention is the key to a more sustainable health system in Ontario.¹⁷

BACKGROUND:

Make Ontario the healthiest province in Canada: A major goal for your platform.

Government leadership is essential to make Ontario the healthiest province in Canada. As stated by the Institute of Clinical and Evaluative Sciences (ICES) in their report, *What does it take to make a healthy province?*, "Leadership and senior government structures must be developed and/or nurtured to develop specific health strategies ... many effective policies and programs are relatively inexpensive and should be considered for implementation and/or expansion."¹⁸ In the face of current economic uncertainties and mounting fiscal pressures in Ontario's health care system, TD Bank released a special report in May 2010 that urges the Province to lead an "extraordinary effort" to improve the health of Ontarians through health promotion.

Sustainable health care requires greater focus on health promotion.

The cost of chronic disease is on the rise. In Canada, the cost of medical treatment for chronic disease and associated cost in lost productivity is estimated at \$80 billion annually¹⁹; \$22.2 billion is attributable to cardiovascular disease and stroke²⁰. This amount will rise as the prevalence of chronic disease rises. For example, the economic burden of diabetes will increase by \$4.7 billion by 2020 from \$12.2 billion²¹, while the economic burden of dementia will rise from \$15 billion in 2008 to \$153 billion in 2038.²²

In 2009, mental illnesses and addictions cost Ontario upwards of \$29 billion in lost productivity, and in 2007-08, the province's health care system spent more than \$2.5 billion on mental health and addiction services. An upstream investment in supporting people to stay mentally healthy saves money, that is, every \$1 spent on mental health and addictions saves \$7 in health costs and \$30 dollars in lost productivity and social costs.²³ Specific to alcohol, the related health and social costs were 5.3 billion in 2002²⁴, while the government spends over \$2 billion on costs related to cancer care.²⁵ Overall health spending is likely to grow by 6.5 percent per year, while government revenues grow at only 4 percent per year. This will lead to health care costs increasing from 46 percent of current government spending to 80 percent of the Province's program budget by 2030.²⁶

In order to make Ontario the healthiest province in Canada, a collaborative approach - which includes multi-sectors and stakeholders at the local, regional and provincial levels - must be taken to remove the barriers to improve the health of Ontarians. Through leadership and commitment from the Ontario government the goal of making Ontario the healthiest province in Canada can be achieved.²⁷ This will require a comprehensive and multi-faceted strategy that will include effective policies, environmental supports, and public education to effect broad societal changes in health behaviours.²⁸

Increase Ontario's investment in health promotion to match British Columbia's.

In order to improve the health of Ontarians, investment in health promotion must be increased to at least match British Columbia and Québec's investment. According to the recommendation from ICES, investment should be increased by at least \$170 million per year to improve health behaviours related to smoking, physical activity, diet and obesity.²⁹ However, this recommended level of investment does not include resources to address other modifiable factors such as injury, poor mental health and high-risk alcohol drinking, which also represent a substantial health and resource burden.





Ontario's investment through the Tobacco Control Act and Smoke Free-Ontario Act has resulted in a decline of smoking prevalence from 50 percent in the 1960's to approximately 15 percent today. Presently, declining smoking rates have stagnated, which supports the case for further investment in health promotion and tobacco control as a preventative measure.

Ontario's investment level is only one-third of British Columbia's. It is also important to note that British Columbia has the highest life expectancy rates since the early 1990s, while Québec has made major and steady improvements, in developing a comprehensive public health infrastructure and adopting a population health approach over the past two decades. Furthermore, British Columbia and Québec have the lowest diabetes rates of 7.3% and 7.2%, respectively^{30 31}.

The Ontario Chronic Disease Prevention Alliance (OCDPA), consisting of over 30 member organizations, is the province's collective voice on effective chronic disease prevention policy and programming. More information is available at www.ocdpa.on.ca.

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Make Ontario the Healthiest Province

Key Messages

- 1. Ontario is facing a health care crisis that is preventable.** The cost of medical treatment and lost productivity for chronic diseases such as heart disease, diabetes, high blood pressure, cancer and lung diseases is estimated at \$80 billion annually and climbing. This is clearly not sustainable but the good news is that these costs can be avoided. Prevention of chronic disease is possible through improved health behaviours related to physical activity, healthy eating and eliminating tobacco use.
- 2. Ontario is not spending enough to keep its residents healthy compared to BC and Québec.** British Columbia invests 3 times more than Ontario in health promotion policies and programs, and Québec invests twice as much as Ontario. Ontario spends \$7.40 per person per year (pp/py) in health behaviour strategies and BC spends \$21.00 pp/py and Québec spends \$16.80. BC residents smoke less, are more physically active, have healthier body weights and have higher life expectancy rates than the rest of Canada. Québec is on its way to surpassing Ontario in terms of life expectancy.
- 3. Ontarians think this is important and will act on it with their vote in the next election.** According to a recent poll by Ipsos Reid, nine in ten people think it is imperative that we invest in health promotion and introduce policy changes to promote healthy lifestyles. More importantly, eight in ten say that a provincial party's position on health promotion is an important factor in deciding who they will vote for.
- 4. We deserve to have our government invest in health just as much as BC for now and future generations.** That means investing \$170 million or 3 times more than they currently spend on key areas such as:
 - Preventing youth from using tobacco products
 - bringing food education or home economics back into school curriculums
 - increasing funding for schools to implement a health and physical education curriculum
 - making after school programs more available and affordable
 - funding active, safe routes to school
 - subsidies to Ontario farmers





Make Ontario the Healthiest Province

Elevator Pitch

An elevator pitch can be used to communicate the key messages of your ask in 1 minute or less – the amount of time you have if you find yourself in the same elevator with your MPP or a candidate in the upcoming election campaign.

Be polite but concise, and stick to the facts.

Here's a sample pitch:

My name is Jane, and I live with type 2 diabetes. I have two children, and I want to prevent them from developing the same chronic disease. The Ontario government needs to increase its focus and investment in health promotion to prevent chronic disease and sky-rocketing health care costs. Please act now! I'd be happy to send you more information. Will you meet with me?

This message should take about 25 seconds to deliver. It can be adapted for a voicemail, email or quick chat at an event. You may prefer to develop your own text. Try to craft it using this advice:

1. Identify yourself and immediately link to the issues
2. Express your key issue simply and forcefully
3. Do not assume your audience knows much about chronic disease prevention and health promotion
4. Urge your MPP or Candidate to work with you to learn more





Make Ontario the Healthiest Province

Facts

CHRONIC DISEASE COSTS IN CANADA:

- The cost of medical treatment for chronic disease and associated cost in lost productivity is estimated at \$80 billion annually.¹
- The direct and indirect costs of cardiovascular disease and stroke have reached \$22.2 billion annually.²
- The economic burden of diabetes will increase from \$12.2 billion to nearly \$17 billion by 2020.³
- The economic burden of dementia will rise from \$15 billion in 2008 to \$153 billion in 2038.⁴

ONTARIO FACTS:

- One in three Ontarians is affected by chronic disease: 80% of the population above age 65 has at least one chronic disease, while approximately 70 percent suffer two or more.⁵
- Investment in health promotion currently comprises 0.35% of the Ontario budget.
- Health care would take up 80 percent of the province's program budget by 2030, up from 46 percent of the current spending on health care.⁶
- Overall health spending is likely to grow by 6.5 percent a year, while government revenues grow only at 4 percent a year.⁷
- The Ontario government invests only \$7.40 per person per year in health behaviour strategies, as compared to British Columbia's \$21.00 per person per year, and Quebec's \$16.80 per person per year.⁸
- In 2009, mental illnesses and addictions cost Ontario upwards of \$29 billion in lost productivity, and in 2007-08, the province's health care system spent more than \$2.5 billion on mental health and addiction services.⁹
- Alcohol-related health and social costs were \$5.3 billion in 2002.¹⁰
- The Ontario government spends over \$2 billion on costs related to cancer care. An estimated 45% of males and 40% of females are likely to develop cancer in their lifetime.¹¹
- The TD Bank observes that a healthier population is less costly to serve, and prevention is the key to a more sustainable health system in Ontario.¹²





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Make Ontario the Healthiest Province

Q&As

1. Why isn't Ontario the healthiest province in Canada?

Currently, Ontario is lagging behind BC and Québec in its level of investment in health promotion and behaviour strategies to address risk factors related to chronic disease. BC invests 3 times more than Ontario, and Quebec invests twice as much as Ontario. This works out to \$7.40 per person, per year in Ontario, while BC spends \$21 and Quebec \$16.80 per person, per year. Since the early 1990's, British Columbia has had the highest life expectancy rates, and Québec has made major and steady improvements in developing a comprehensive public health infrastructure and adopting a population health approach. In fact, Québec has experienced such rapid improvements in health behaviours that it is projected to surpass Ontario in 10 years. In terms of chronic disease outcomes, British Columbia and Québec currently have the lowest diabetes rates in the country^{1, 2}.

2. What are Chronic Diseases?

Chronic diseases are those of long duration and generally slow progression, such as heart disease, stroke, cancer, diabetes, lung disease and others which are by far the leading cause of mortality in Canada³ and around the world, and represent 60% of all deaths worldwide⁴.

3. Why should the government invest more in health promotion?

The cost of treatment of chronic disease and associated losses in productivity is estimated at \$80 billion annually. However, this amount will rise as the prevalence of chronic disease rises. For example, by 2020 the economic burden of diabetes will increase from \$12.2 billion to \$16.9 billion⁵, while the economic burden of dementia will rise from \$15 billion in 2008 to \$153 billion in 2038.⁶

Sustainable health care requires a greater focus on health promotion through improved health behaviours related to physical activity, healthy eating and eliminating tobacco use. According to the Institute of Clinical Evaluative Sciences (ICES), the prevention of chronic disease is cost effective as many effective policies and programs are relatively inexpensive.⁷





4. How important is prevention when it comes to chronic disease?

Canada's Ministers of Health and Health Promotion/Healthy Living recently declared that the promotion of health and the prevention of disease, disability and injury are a priority and necessary to the sustainability of the health system.

Chronic diseases are projected to be the leading cause of disability throughout the world by the year 2020;⁸ and, if not successfully prevented and managed, they will become the most expensive problems faced by our health care systems. Individuals with diabetes, for example, generate health care costs that are two to three times those without the condition.⁹

5. Why does our current healthcare system fall short?

Many diseases can be prevented, yet our health care system is not structured to adequately support preventive practices. The time and opportunity required to inform patients about health promotion and disease prevention strategies is often lacking or insufficient.

Ontario's primary health care system is developed to respond to acute medical issues, urgent patient needs, and pressing concerns. Diagnostic testing, symptom relief and the quest for a cure are characteristic of contemporary health care. While these functions are appropriate for acute and episodic health problems, a notable disparity occurs when applying this model of care to the prevention and management of chronic conditions.¹⁰

Preventive health care is inherently different from health care for acute problems, and in this regard, our current health care system falls remarkably short.

6. Who will benefit from an increased investment in health promotion?

Countless numbers of Ontarians will benefit from improved health promotion. Today, one in three Ontarians is affected by chronic disease. Over 80% of the population aged above 65 has at least one chronic disease, while approximately 70% suffer from two or more.¹¹

And it's not just older Canadians! Among those aged 35 to 49, for example, the prevalence of high blood pressure increased 127%, diabetes by 64% and obesity by 20% between 1994 and 2005.¹² Therefore, these statistics can be improved with effective health promotion programs and practices.





7. What will it take to make Ontario the healthiest province in Canada?

Government Leadership is essential to make Ontario the healthiest province, according to the Institute of Clinical and Evaluative Sciences (ICES), as well as a comprehensive and multi-faceted strategy that will include effective policies, environmental supports, and public education to effect broad societal changes in health behaviours.¹³

According to ICES, investment should be increased by at least \$170 million per year to improve health behaviours related to smoking, physical activity, diet and obesity.¹⁴ However, this recommended level of investment does not include resources to address other modifiable factors such as injury, poor mental health and high-risk alcohol drinking, which also represent a substantial health and resource burden.

8. Is making Ontario the healthiest province an achievable goal for this government?

YES. In order to make Ontario the healthiest province in Canada, a collaborative approach, which includes multi-sectors and stakeholders at the local, regional and provincial levels - must be taken to remove the barriers to improve the health of Ontarians. Through leadership and commitment from the Ontario government the goal of making Ontario the healthiest province in Canada can be achieved.¹⁵

9. Does this issue make a difference to Ontarians?

According to a recent Ipsos Reid poll, 9 in 10 Ontarians favour an increased investment in health promotion and 8 in 10 feel so strongly they will vote on it in the upcoming Ontario election.¹⁶

10. What is the OCDPA's role in preventing chronic disease?

The OCDPA consists of over 30 member organizations that form a collective voice on effective chronic disease prevention policy and programming. The OCDPA provides collaborative leadership to support a comprehensive chronic disease prevention system for Ontario with a vision of improving the health of all Ontarians; and promoting communities where population and individual health are supported by healthy societal conditions, public policies, and personal behaviours.





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Make Ontario the Healthiest Province

Call to Action “The Ask”

The Ask (MPPs, Candidates & Party Leaders):

The Ontario government needs to act now and take leadership to make Ontario the Healthiest Province in Canada.

Call to Action:

- Make health promotion and the prevention of chronic disease a priority in your party’s election platform
- Commit to make Ontario the Healthiest Province in Canada
- Raise the issue with your Party Leader and fellow caucus members/candidates
- Visit a local health promotion community success story on your campaign trail

Questions to ask your MPPs/Candidates:

- *Where do you stand on Health Promotion and Chronic Disease Prevention?*
- *Why should I vote for you?*
- *Will you commit to make Ontario the Healthiest Province in Canada?*





Make Ontario the Healthiest Province

How to Get Involved

Your voice and your vote count. Tell your MPP and Candidate to make Ontario the Healthiest Province today.

Take Action:

- Visit our online e-appeal and send a letter to all provincial party leaders @ www.healthiestprovince.ca/getinvolved
- Write a letter using our template, or create your own and send it to your MPP or nominated candidate
- Attend a town hall or debate and ask all parties to explain their position on increasing the investment and focus on health promotion
- Go door knocking to spread the message
- Ask where Health Promotion fits into a party's election platform
- Ask where your candidate personally stands, and if they have a personal connection to the cause
- Ask your MPP/candidate tough questions: what have they done as an MPP to address this issue? What would they do if elected?
- Attend campaign events, BBQs and spread the word about the Healthiest Province campaign throughout your networks
- Write a letter to your local newspaper
- Blog, tweet, and Facebook – social media counts!





Make Ontario the Healthiest Province

Party Leader/MPP/Candidate

Letter Template

Dear Ms./Mr. [insert name], Party Leader or MPP/Candidate for [insert riding],

I am writing you as a concerned citizen regarding the future health of our province. I am deeply concerned about the rising rates chronic disease and the associated skyrocketing health care costs in Ontario. I believe that a greater investment in health promotion to address childhood obesity, smoking and mental health and addictions can help prevent chronic disease and risk factors, reduce costs, and increase the overall quality of life of Ontarians.

I intend to vote on this issue in the upcoming Ontario election, and according to a recent Ipsos Reid poll, so will 8 out of 10 fellow Ontarians. Where do you and your party stand on increasing Ontario's focus and investment in health promotion? Will you commit to make Ontario the Healthiest Province in Canada?

Ontario's health system is in crisis. One in three Ontarians is affected by chronic disease. Between 1994 and 2005, rates of high blood pressure among Canadians skyrocketed by 77%, diabetes by 45% and obesity by 18% — affecting both younger and older Canadians. Moreover, even younger age groups are experiencing increases in risk: among those 35 to 49 years of age, for example, the prevalence of high blood pressure increased 127%, diabetes by 64% and obesity by 20%. It is also estimated that 45 per cent of males and 40 per cent of females in Ontario are likely to develop cancer in their lifetime. Overall health spending is projected to grow by 6.5 percent a year, while government revenues grow only at 4 percent a year. In this scenario, health care would take up 80 percent of the province's program budget by 2030, up from 46 percent of the current spending on health care. The TD Bank observes that a healthier population is less costly to serve, and prevention is the key to a more sustainable health system in Ontario.

Canada's Ministers of Health and Health Promotion/Healthy Living recently declared that the promotion of health and the prevention of disease, disability and injury are a priority and necessary to the sustainability of the health system. The government needs to act now to make Ontario the Healthiest Province in Canada.





ENTER YOUR PERSONAL STORY

Ex. I have heart disease, lung cancer, or diabetes....and/or I want to prevent my children or our future generation from developing preventable chronic diseases like mine. I want my government to invest just as much in me and my family, as BC does in its citizens.

As a voter, I'm calling on you to commit to make Ontario the Healthiest Province in Canada.

I look forward to your response and timely action on this critical issue.

Sincerely,

Name

Address

City, Province

Postal Code

Email

Phone Number

cc: Ontario Political Party Leaders





Make Ontario the Healthiest Province

MPP/Candidate

Step by Step Meeting Guide

A. Request a meeting

- i. Send a letter or email requesting a meeting, and follow up with a phone call to the scheduling assistant at the constituency office or campaign headquarters
- ii. Find out what public activities your MPP or candidate is participating in and show up
- iii. Introduce yourself and be prepared to briefly state the issue (see elevator pitch), and ask for a meeting to discuss in greater detail
- iv. Follow up with MPPs constituency assistant or candidate's campaign manager

B. Prepare for the meeting

It's easy to find information about your [MPP](#) or [Candidate](#). Do some research online.

- For MPPs – Visit the Ontario Legislative Assembly Website at:
http://www.ontla.on.ca/web/go2.jsp?Page=/members/members_main&menuitem=mpps_header&locale=enU
- Candidates – Visit Election Almanac or Individual Party Websites
<http://www.electionalmanac.com/canada/ontario/ridings.php>

Find out which committees your MPP has sat on, what your candidate's interests are, and how these have been reflected in their recent activities. Read their community newsletters and biography. Visit their party's website (Liberal, Conservative, NDP, Green). Read the party's election platform and identify areas where health promotion and the prevention of chronic disease are missing.





C. In the meeting

- i. MPPs and nominated candidates are busy and appreciate hearing well-prepared positions. They also appreciate you taking a genuine interest in their work. Listening is very important and increases your chance of having a productive conversation.
- ii. Get your MPP or candidate to talk. The more they talk, the more likely they are to remember your conversation and issue at hand.

D. Outline of meeting

- i. Thank the MPP/ Candidate for their time; introduce yourself, your group and the issue
- ii. Ask the MPP/Candidate if they are familiar with the impact of chronic disease in his or her community. Listen, and adapt your approach depending on their familiarity.
- iii. Briefly state the issue
- iv. Anticipate questions and have your answers prepared. Write down any questions you can't answer and promise to provide these in a follow up to the meeting.
- v. State what exactly you are asking for
- vi. Reinforce the Ask with a Call to Action. Tell your party leader that this is an important issue and urge them to speak out on what they will do to make Ontario the Healthiest Province
- vii. Ask your MPP/Candidate to let you know what steps they will be taking
- viii. Thank your MPP/Candidate for the opportunity, and leave behind your statement (briefing note)

E. Follow up

- i. Follow up with a thank you letter or email
- ii. Follow up on any action items you agreed to (like providing more information or answers to any questions)
- iii. Whenever there is news on the issue of health promotion and chronic disease prevention send a copy to your MPP or nominated candidate
- iv. Stay in touch, and attend community events

